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MEN'S GENERAL INTEREST

AS OF: 10-27-1994

BACKER SPIELVOGEL BATES, INC.
405 LEXINGTON AVE., NEW YORK NY 10174
TELEPHONE:(212) 297-7000

ADVERTISING SCHEDULE CHART

PARLIAMENT LIGHTS - CALENDAR YEAR 1994

INCORPORATING CHANGES THROUGH PM CHANGE SUMMARY REV. 1994

PUBLICATION		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
CAR & DRIVER	ISSUE					05/01/94	06/01/94	07/01/94	08/01/94	09/01/94	10/01/94	11/01/94	12/01/94	
	ON SALE					04/12/94	05/10/94	06/07/94	07/12/94	08/09/94	09/13/94	10/11/94	11/08/94	
	CLOSE S					02/22/94	03/20/94	04/20/94	05/20/94	06/20/94	07/20/94	08/15/94	09/15/94	
	CLOSE M					03/02/94	03/28/94	04/27/94	05/27/94	06/27/94	07/27/94	08/23/94	09/21/94	
	SIZE					PG4CB	PG4CB	PG4CB	SPD4CB	PG4CB	PG4CB	PG4CB	PG4CB	
	NOTE					PROD-2118	PROD-2118	PROD-2118	PROD-2824	PROD-2118	PROD-2118	PROD-2118	PROD-2118	
0%	COST					18,158	18,158	18,158	34,904	18,158	18,158	18,158	18,158	162,010
GENTLEMEN'S QUARTERLY	ISSUE					05/01/94	06/01/94	07/01/94	08/01/94	09/01/94	10/01/94	11/01/94	12/01/94	
	ON SALE					04/11/94	05/11/94	06/14/94	07/14/94	08/30/94	09/27/94	10/25/94	11/29/94	
	CLOSE S					02/18/94	03/18/94	04/20/94	05/20/94	06/21/94	07/20/94	08/19/94	09/20/94	
	CLOSE M					02/28/94	03/28/94	04/28/94	05/28/94	06/28/94	07/27/94	08/19/94	09/20/94	
	SIZE					PG4CB	PG4CB	PG4CB	SPD4CB	PG4CB	PG4CB	PG4CB	PG4CB	
	NOTE					PROD-NONE	PROD-NONE	PROD-NONE	PROD-NONE	PROD-NONE	PROD-NONE	PROD-NONE	PROD-NONE	
0%	COST					22,150	22,150	22,150	44,300	22,150	22,150	22,150	22,150	199,350
OUT	ISSUE					05/01/94	06/01/94		08/01/94	09/01/94	10/01/94	11/01/94	12/01/94	
	ON SALE					04/05/94	05/17/94		07/28/94	08/02/94	09/06/94	10/11/94	11/22/94	
	CLOSE S					02/15/94	03/22/94		05/03/94	06/17/94	07/19/94	08/16/94	09/27/94	
	CLOSE M					02/08/94	03/29/94		05/10/94	06/24/94	07/12/94	08/23/94	10/04/94	
	SIZE					PG4CB	PG4CB		PG4CB	PG4CB	PG4CB	PG4CB	PG4CB	
	NOTE					PROD-882	PROD-882 DOUBLE		PROD-882	PROD-882	PROD-882	PROD-882	PROD-882	
0%	COST					3,867	3,867		3,867	3,867	3,867	3,867	3,867	27,069
PENTHOUSE	ISSUE					05/01/94	06/01/94	07/01/94	08/01/94	09/01/94	10/01/94	11/01/94	12/01/94	
	ON SALE					04/05/94	05/03/94	06/07/94	07/05/94	08/02/94	09/06/94	10/11/94	11/08/94	
	CLOSE S					02/01/94	03/01/94	04/01/94	04/29/94	06/01/94	07/01/94	08/01/94	09/01/94	
	CLOSE M					02/20/94	03/20/94	04/20/94	05/09/94	06/20/94	07/20/94	08/05/94	09/05/94	
	SIZE					PG4CB	PG4CB	PG4CB	SPD4CB	PG4CB	PG4CB	PG4CB	PG4CB	
	NOTE					PROD-NONE	PROD-1471	PROD-1471	PROD-1471	PROD-1471	PROD-1471	PROD-1471	PROD-1471	
2%	COST					9,557	9,557	9,557	17,643	17,254	9,557	9,557	9,557	92,239

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PLAYBOY	ISSUE						06/01/94	07/01/94	08/01/94	09/01/94	10/01/94	11/01/94	12/01/94	
	ON SALE						05/03/94	06/07/94	07/05/94	08/02/94	09/06/94	10/04/94	11/01/94	
	CLOSE S						03/03/94	04/04/94	05/03/94	06/03/94	07/05/94	08/03/94	09/02/94	
	CLOSE M						03/10/94	04/11/94	05/10/94	06/10/94	07/05/94	08/05/94	09/02/94	
	SIZE						PG4CB	PG4CB	PG4CB	PG4CB	PG4CB	PG4CB	PG4CB	
	NOTE						PROD-NONE	PROD-NONE	PROD-NONE	PROD-NONE	MAKE-GOOD	PROD-NONE	PROD-NONE	
2%	COST						21,949	21,949	21,949	21,949		21,949	21,949	131,694
TOTAL BY MONTH:		0	0	0	0	53,732	75,681	71,814	122,663	83,378	53,732	75,681	75,681	612,362
DISCOUNTED BY MONTH:		0	0	0	0	53,570	75,145	71,278	121,990	82,712	53,570	75,145	75,145	608,555

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